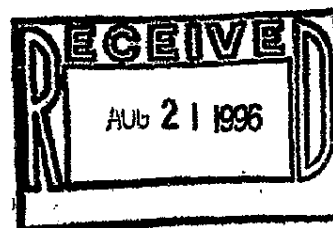


Details



August 21, 1996

Ms. Kay Galleotti
Philip Morris
120 Park Ave.
New York, NY 10017

Re: Regional Tobacco Advertisements, September 1996

Dear Kay,

It is hard to believe that summer is almost over and that I am sending you September issues and regional information.

Winston - 4 Pg. supplied insert

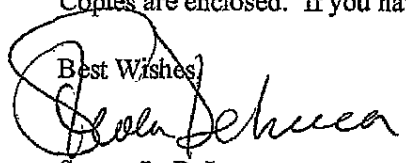
Florida

Moonlight - 1P4CB

NY, IL, WA, OH, NC

Copies are enclosed. If you have any questions, please call me at 212.598.3782.

Best Wishes


Steven L. DeLuca
Sales Development Manager

207/463569